The Organizational Network Fieldbook: Best Practices, Techniques and Exercises to Drive Organizational Innovation and Performance

Robert L. Cross, Jean Singer, Sally Colella, Robert J. Thomas, Yaarit Silverstone

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"This is the ultimate resource for practitioners who want to implement insights from organizational network analysis and thinking. Dozens of concrete examples, interventions, and practical advice from network experts show you what you can do to strengthen networks and boost performance. This book is essential for anyone in business, government, or consulting who wants to get network thinking from analysis to action in organizations."—Wayne Baker, professor of management and organizations, Stephen M. Ross School of Business, University of Michigan

"What a great idea this book is! The Organizational Network Fieldbook will demand to be read by anyone undertaking any social network efforts in their organization. It is not only a unique book, but it is also very well thought-out, finely written, and exceptionally pragmatic. It's a great achievement for the authors and a great boon to all practitioners."—Larry Prusak, researcher and consultant, and the founder and former director of the Institute for Knowledge Management

In this practical companion to the best-selling Driving Results Through Social Networks, the authors draw on their network-building activities in organizations such as ConocoPhillips, 3M, and the United States Department of Defense in order to provide a compilation of highly practical approaches to help leaders shift their focus from formal organizational structures to a better understanding of flexible networks.

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